



**BookMyShow to release limited ticket allocation for Global Citizen Festival India 2016 today at 12 noon**

**Mumbai, November 8, 2016:** BookMyShow, India's largest online entertainment ticketing brand, announces the sale of limited Silver category tickets for the highly anticipated Global Citizen Festival India 2016. Available across all platforms, limited tickets will be available **today, Tuesday, November 8<sup>th</sup> at 12 noon** and will offer access to the festival grounds and a dedicated viewing zone for an enhanced experience of India's first event dedicated to ending extreme poverty by 2030.

Global Citizen India awards 80% of its attendance to fans who earn them for free by taking social good actions in support of health and sanitation, education and gender equality campaigns. Tens of thousands of tickets to the event have already been earned for free by Global Citizens by engaging with causes and completing 'Action Journeys'.

**Ashish Hemrajani, CEO and Co-founder, BookMyShow** said, "We are excited to offer a chance to attend this historic event. BookMyShow is providing end-to-end ticketing solutions for this event and we have already begun ticket deliveries to everyone who previously bought tickets on BookMyShow or who earned the tickets by successfully competing 'Action Journeys'", added Hemrajani.

The festival is a collaboration between The Global Education & Leadership Foundation (tGELF) and Global Citizen, and will be held at the MMRDA grounds, Mumbai on 19th November 2016. The event produced by Wizcraft International will feature performances by Coldplay, hip hop legend Jay-Z, American singer and songwriter Demi Lovato and actors Aamir Khan, Ranveer Singh, Katrina Kaif, Farhan Akhtar, Kareena Kapoor Khan, Arjun Kapoor, Shraddha Kapoor, music maestros such as A.R. Rahman, Arijit Singh, Shankar-Ehsaan-Loy, Monali Thakur. The inaugural festival is being presented by Colors Viacom18, powered by UPL and supported by a strategic partnership with the Viacom18 group and the Times of India group.

The partners for The Global Citizen Festival India 2016 include Government of Maharashtra, United Nations, Viacom18, The Times of India Group, UPL, Google, Wizcraft International Entertainment, BookMyShow, Taj Group of Hotels, and MakeMyTrip.

**About BookMyShow**

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 350 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com).



### **About The Global Education and Leadership Foundation**

The Global Education and Leadership Foundation (tGELF) is focused on cultivating ethical, altruistic leadership to improve the state of the planet through collective action. Its programme currently reaches over 2.5 million students in 14 countries and it has trained close to 100,000 teachers.

### **About Global Citizen India**

Global Citizen India is a movement brought to India by **Global Citizen**, a social action platform, and **The Global Education and Leadership Foundation (tGELF)**, an organisation focused on cultivating ethical, altruistic leadership to improve the state of the planet through collective action. Global Citizen India will comprise a distinctive mix of events, grassroots activism, media campaigning and online activation, to catalyse India's 15-year journey towards achieving the Sustainable Development Goals, and to bring about the end of extreme poverty.

### **About Wizcraft International Entertainment Pvt. Ltd.**

Wizcraft International Entertainment, India's leading media and Entertainment Company is dedicated to showcasing its expertise on the world stage. Having conceptualized some of the grandest events globally including the 50 Years of Indian Independence, the 30 Years of Mauritian Independence, the 10 years of the South African Freedom Struggle, the Commonwealth Games Opening and Closing ceremonies in Delhi as well as the Handover ceremony of the Commonwealth Games in Melbourne, & the prestigious International Indian Film Academy (IIFA) Awards & Weekend for 17 years in over 12 countries, Wizcraft has contributed towards brand building for India across the world.

Wizcraft has pioneered and developed India's biggest entertainment brand IIFA which has taken Indian Cinema and culture to the world. Wizcraft's growth story reflects the evolution of the Indian event management & entertainment industry itself. Driven by its vision "Believe in the power of your dreams" the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

### **Media Contacts:**

Arushi Maheshwari: 8802999023 | [arushi.maheshwari@bookmyshow.com](mailto:arushi.maheshwari@bookmyshow.com)

Kapil Daryani: 9987210099 | [kapil@communicateindia.com](mailto:kapil@communicateindia.com)

Archana Pradhan | +91 9987099265 | [archana.pradhan@wizspk.com](mailto:archana.pradhan@wizspk.com)

Avanti Shirname | +91 7506057764 | [avanti.shirname@edelman.com](mailto:avanti.shirname@edelman.com)